AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1. – 11. (Canceled)

12. (Currently Amended)   A method for using an advertisement in a set-top box (STB) of a television network, wherein the method is performed at the STB, the method comprising:

   receiving, in the STB, advertisement selection ~~infromation~~ information for at least one association of a determined advertisement space with a determined advertisement, corresponding for each association to a range of values, the range of values being exempt of an overlap with ranges of values corresponding to distinct associations containing the determined advertisement space,

   triggering a selection of an advertisement for the determined advertisement space,

   generating, in the STB, a random value or a pseudo-random value,

   selecting the determined advertisement [[if]] when the random value or the pseudo-random value falls into[[t]] the range of values corresponding[[t]] to_t[[ ]]he association containing the determined advertisement and the determined advertisement space, and

   upon selection of the determined advertisement, [[using]] displaying the selected advertisement.

13. (Currently Amended)   A method for using an advertisement according to claim 12, further comprising:

   computing the value of probability for selecting the determined advertisement for the determined advertisement space depending on at least ~~elast~~ a desired number of times that the determined advertisement is to be displayed,

   broadcasting the value of probability through the television network.

14. (Original) A method for using an advertisement according to claim 13, further comprising:

    computing the value of probability depending on the desired number of times that the determined advertisement is to be displayed within a determined period of time.

15. (Original) A method for using an advertisement according to claim 12, further comprising:

    broadcasting the determined advertisement through the television network,

    retrieving in the STB the determined advertisement on selecting the determined advertisement,

    displaying the determined advertisement in the determined advertisement space.

16. (Original) A method for using an advertisement according to claim 13, further comprising:

    broadcasting the determined advertisement through the television network,

    retrieving in the STB the determined advertisement on selecting the determined advertisement,

    displaying the determined advertisement in the determined advertisement space.

17. (Original) A method for using an advertisement according to claim 14, further comprising:

    broadcasting the determined advertisement through the television network,

    retrieving in the STB the determined advertisement on selecting the determined advertisement,

    displaying the determined advertisement in the determined advertisement space.

18. (Original) A method for using an advertisement in a STB according to claim 12, further comprising:

    storing the determined advertisement in the STB.

19. (Original) A method for obtaining advertisement selection information on a broadcast side in a television network, the advertisement selection information comprising values of probabilities, the method comprising:

    determining for a determined advertisement a final number of selections respectively for each one of one or a plurality of advertisement spaces,

converting the obtained one or plurality of final numbers of selections into values of probabilities for selecting the determined advertisement in the respective one or plurality of advertisement spaces,

broadcasting the one or plurality of values of probabilities for selecting the determined advertisement.

20. (Original) A method for obtaining an advertisement selection probability according to claim 19, further comprising:

computing for the determined advertisement the final number of selections respectively for each one of the one or the plurality of advertisement spaces, depending on a predetermined number of times for displaying the determined advertisement.